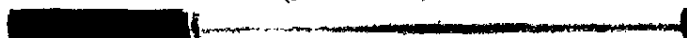


# Smoke less without smoking less.

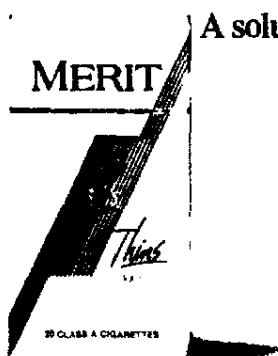
(Actual size.)



New Merit Thins has 1/4th less tobacco than ordinary cigarettes. But the really big news is what we've done with so little. Because of Enriched Flavor,<sup>TM</sup> Merit Thins delivers the rich taste and smoking satisfaction of leading light cigarettes, but with even less tar. Need we say more?

New Merit Thins, available in 100's.

A solution with Merit.



## New Merit Thins

**SURGEON GENERAL'S WARNING:** Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

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